

Message Text

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MEXICO FOR COMMERCIAL ATTACHE BOUTON AND MCTC/LEONARD

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SUBJ: PROMOTION EFFORTS FOR MCTC METALLURGY EXHIBITION/SEMINAR

1. SUMMARY: EXTENSIVE CONSULATE GENERAL PROMOTION OF THE AUGUST 24-27, 1976, METALLURGY EXHIBITION AND SEMINAR AT MEXICO CITY TRADE CENTER WAS HIGHLIGHTED BY EFFORTS TO ENCOURAGE LOCAL AGENTS AND DISTRIBUTORS OF US METALLURGICAL EQUIPMENT TO PARTICIPATE IN EVENT; DISTRIBUTION OF SOME 150 SHOW FLYERS AND CATALOGS TO MAJOR END-USERS, CHAMBERS OF COMMERCE AND TRADE ASSOCIATIONS, AND UNIVERSITIES; 46 KEYMAN CALLS IN MONTERREY-SALTILLO AREA; AND A PROMOTIONAL RECEPTION SPONSORED BY CONSUL GENERAL LAMBERT. END SUMMARY.

2. THE MONTERREY CONSULATE GENERAL BEGAN ITS EFFORTS BY ENCOURAGING LOCAL DISTRIBUTORS OF US-PRODUCED EQUIPMENT TO PARTICIPATE AS EXHIBITORS IN THE METALLURGY SHOW. A SERIES OF SOME 20 KEYMAN CALLS ON MAJOR AGENTS AND DISTRIBUTORS IN THE AREA WERE UNDERTAKEN BY CARLOS CROWLEY OF THE TRADE CENTER IN EARLY APRIL. AFTER HIS VISIT, COMMERCIAL SECTION PERSONNEL FOLLOWED UP WITH MANY OF THE COMPANIES AND INDIVIDUALS VISITED BY CROWLEY AND ALSO

CONTACTED SEVERAL OTHER POTENTIAL EXHIBITION PARTICIPANTS.

3. MAJOR INITIAL EFFORT TO PROMOTE ATTENDANCE AT THE METALLURGY

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EXHIBITION FROM NORTHEASTERN/MEXICO WAS THE DISTRIBUTION OF

SOME 150 EXHIBITION FLYERS DURING THE SECOND HALF OF JULY. DISTRIBUTION WAS MADE TO THE WIDE VARIETY OF METALWORKING COMPANIES IN AND AROUND MONTERREY AS WELL AS TO CHAMBERS OF COMMERCE AND CHAMBERS OF MANUFACTURERS IN CITIES OF SALTILLO, TORREON, TAMPICO, AND MONTERREY. KEYMAN CALLS AND REGISTERED VISITORS LISTS FROM THE PREVIOUS (1973) MEXICO METALLURGY SHOW, POST WTDR/FTI/TARGET INDUSTRY FILES, AND THE 1975 NUEVO LEON CAINTRA INDUSTRIAL DIRECTORY WERE THE MAJOR SOURCES OF BOTH THE POST MAILINGS AND SELECTION OF FIRMS FOR KEYMAN CALLS.

4. DURING THE FIRST WEEK IN AUGUST TRADE CENTER OFFICERS LEONARD AND MILLER, AS WELL AS EMBASSY COMMODITY OFFICER SAVAGE, VISITED MONTERREY

TO PROMOTE THE METALLURGY EXHIBITION AND SEMINAR AND LAY THE GROUNDWORK FOR EVEN CLOSER TRADE CENTER/CONSULATE GENERAL COOPERATION FOR FUTURE PROMOTIONAL EVENTS. A TOTAL OF 46 METALLURGY KEYMAN CALLS WERE MADE DURING THE VISIT, WITH OFFICERS MILLER AND SAVAGE ALSO

UTILIZING THE VISIT FOR EXHIBITOR RECRUITMENT CALLS FOR THE CERAMICS EXHIBITION AND FOR COMMODITY MARKET RESEARCH, RESPECTIVELY. KEYMAN CALLS WERE ALSO UTILIZED TO PUBLICIZE SEPTEMBER 7-10 QUALITY CONTROL EXHIBITION AND SEMINAR, A SUBJECT OF GREAT INTEREST TO INDUSTRIALISTS RESPONSIBLE FOR MANY OF MEXICO'S MOST SOPHISTICATED EXPORTS.

5. HIGHLIGHTING THE TRADE CENTER VISIT WAS A RECEPTION HELD ON AUGUST 3 AT CONSUL GENERAL LAMBERT'S OFFICIAL RESIDENCE. APPROXIMATELY

FORTY REPRESENTATIVES OF MANY OF THE REGION'S MOST IMPORTANT USERS OF METALLURGY EQUIPMENT ATTENDED THE RECEPTION. THE RECEPTION ALSO SERVED TO PROMOTE A VERY ATTRACTIVELY-PACKAGED TOUR FOR REGI

MONTANOS INTERESTED IN ATTENDING THE EXHIBITION AND SEMINAR.

6. AS A CONSEQUENCE OF KEYMAN CALLS, AT LEAST EIGHT LOCAL BUSINESSMEN AND PROFESSORS HAVE ALREADY MADE RESERVATIONS THROUGH CONSULATE GENERAL TO ATTEND THE TECHNICAL SEMINAR TO BE HELD CONCURRENTLY WITH THE EXHIBITION.

7. IN ADDITION TO THE NEARLY FIFTY SHOW CATALOGS DISTRIBUTED DURING THE KEYMAN CALLS, THE POST DISTRIBUTED MORE THAN 100 UNCLASSIFIED

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ADDITIONAL CATALOGS BETWEEN AUGUST 2. AND 10. CATALOGS WERE DISTRIBUTED TO AREA FIRMS ON WHICH IT WAS NOT POSSIBLE TO SCHEDULE KEYMAN CALLS, TRADE ASSOCIATIONS AND CHAMBERS OF COMMERCE, AND TO VISITORS TO CONSULATE GENERAL. ADDITIONAL CATALOGS WERE GIVEN TO THE MONTERREY CHAMBER OF COMMERCE, NUEVO LEON CAINTRA, AND LOCAL AMCHAM BRANCH FOR DISTRIBUTION TO THEIR MEMBERS. SOME CATALOGS WERE ALSO DISSEMINATED BY THE LOCAL AGENTS AND DISTRIBUTORS OF US PRODUCTS BEING EXHIBITED IN THE EXHIBITION.

8. IDENTICAL NEWSPAPER ARTICLES CONCERNING THE EXHIBITION AND SEMINAR APPEARED IN EL PORVENIR IN MONTERREY AND IN UNI (THE DAILY NEWSPAPER OF THE UNIVERSITY OF NUEVO LEON). ARTICLE STATED THAT THE US CONSULATE HAD INVITED PROFESSORS AND STUDENTS (SIC) FROM THE UNIVERSITY TO A "CONGRESO DE METALURGIA" SCHEDULED FOR AUGUST20-24 IN THE CAPITAL. THE ARTICLE DID PROMPT A NUMBER OF TELEPHONE INQUIRIES WHICH PERMITTED US TO PUBLICIZE THE EVENT MORE FULLY.
LAMBERT

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